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U. S. PATENT OFFICE
MAY 16 1944

1943



We present our four-color photograph of **JUMBO MASTODON PANSIES** selected from our seed fields, actual size.

Lest You Forget! We are originators of Mastodon Pansies, and any seed offered as "Mastodon" is **not genuine** unless grown in our gardens.

Steele's Pansy Gardens

SINCE 1893

E. J. STEELE,
Founder

M. I. STEELE,
Manager

ISABELLE STEELE LAYMAN,
Sales

DONALD M. STEELE,
Production

2715 S. E. 39th Avenue, Portland, Oregon, U. S. A.

1. Free with each order of \$2.50 or more we will mail, postpaid, our beautiful four-color pansy poster—painting of five grand flowers, by Miss Winifred Walker, official artist of the Royal Horticultural Society of London.
 2. Or, to anyone, we will mail prepaid same, unmounted—no advertising—at per copy, 25c. Stamps O. K.
- Air Mail Orders from Atlantic States Reach Us in 20 Hours. On Air Mail Orders Add 10 cents per oz.*

FOUNDER



E. J. STEELE

"Pansies Are My Favorite Flower!"

WE ARE receiving inquiries from all parts of the country asking for the name of a grower nearby who can supply Steele's Jumbo mixed plants. Perhaps you are that grower. Have you enough plants to supply his requirements? How about next year? Are you planning to buy enough seed to supply the increasing demand for Steele's Mastodon strains?

We are advertising our pansies so that you may sell more of them. We shall have plenty of seed to supply our valued customers with all the stock they can grow. Our advertising campaign has just begun but we shall continue to advise readers to see their local florist or seed dealer for Steele's pansies. Are you growing enough pansies to care for this increased demand?

Your customers must stay at home to conserve gas, tires, and travel facilities for the armed forces. They will demand more and better flowers and Steele's pansies will charm and delight them and bring them back to you year after year. Plan to increase your planting of pansies to take the place of those imported varieties which you cannot now obtain.

We invite comparison with other strains so make your own test this year but be sure to plant enough Steele's Mastodons to supply the demand.

These Prices Cancel All Previous Quotations

STEELE'S PANSY GARDENS

PORTLAND, OREGON, U. S. A.

Each and Every Strain Listed on This Page Is a Genuine "Steele's Mastodon." See Page One.)

JUMBOS

"Pay Dirt"—Our 1943 Jumbo novelty. The largest golden yellow ever produced. Most blooms have dark rays or tiny dark faces. Immense size and fine habit of growth resist summer heat. Blooms constantly all season. Truly a sensational strain. Exactly bloom on catalog envelope. Price 1/16 oz. \$2.00; 1/8 oz. \$3.00; 1/4 oz. \$5.00; 1/2 oz. \$9.00; oz. \$17.00.

Jumbo Beaconsfield—A greatly improved true Beaconsfield type. Upper petals rich lavender, lower petals deep blue violet. A real Jumbo strain. Price: 1/16 oz. 85c; 1/8 oz. \$1.50; 1/4 oz. \$2.75; 1/2 oz. \$5.25; 1 oz. \$10.00; 2 oz. \$18.50; 4 oz. \$35.00.

Jumbo Mixed—Our origination. Field plants producing flowers up to five inches in diameter. Many new and unique colors—pastel pinks, apricots, yellows, blues, brass tones, copper, bronze, purple, red, in two and three color combinations and selfs. Fine form, heavy substance, long strong stems, fine for cutting and forcing. Fully two weeks early. Prices: 1/16 oz. \$1.25; 1/8 oz. \$2.25; 1/4 oz. \$4.00; 1/2 oz. \$7.50; 1 oz. \$14.00; 2 oz. \$26.00; 4 oz. \$48.00.

SWISS

Super Swiss "400" Mixed—Grand in size, form, color, and substance. Huge jewels of velvet in red, gold, rose, blue, violet, fuchsia, and also plenty of our new pastel hybrids. All are bordered, blotched, and beautifully marked, many with exquisitely fluted and ruffled petals. Plants low and compact. This strain has many types which have never before been seen in pansies due to the expert work of our hybridizer. Prices: 1/16 oz. 75c; 1/8 oz. \$1.25; 1/4 oz. \$2.50; 1/2 oz. \$4.75; 1 oz. \$9.00; 2 oz. \$17.00; 4 oz. \$32.00.

Improved Sea Blue—Swiss. A gentian blue pansy. Uniform color, fine for borders and excellent for patriotic garden. Priced same as "400" Mixed.

Gorgeous—Swiss type. The finest all red we have ever seen. Best red pansy for patriotic border. Prices: 1/16 oz. \$1.00; 1/8 oz. \$1.75; 1/4 oz. \$3.00; 1/2 oz. \$5.00; 1 oz. \$9.00.

IMPROVED BEDDING TYPES

Super Maple Leaf Mixed—Huge size, fine form and substance and increasing the wide range of colors of Jumbos. Runs a little darker than Jumbo. Prices: 1/16 oz. 85c; 1/8 oz. \$1.50; 1/4 oz. \$2.75; 1/2 oz. \$5.25; 1 oz. \$10.00; 2 oz. \$18.50; 4 oz. \$35.00.

Miracle Mixed—Finest types of our strains, latest novelties. Mostly Swiss types but many pastels, selfs, and unusual color combinations. Best commercial bedding strain. Prices: 1/16 oz. 75c; 1/8 oz. \$1.25; 1/4 oz. \$2.25; 1/2 oz. \$3.75; 1 oz. \$7.00; 2 oz. \$13.00; 4 oz. \$24.00.

Fluffy Ruffles—A large pure white pansy with petals exquisitely fluted and ruffled. Low, compact growth covered with blooms all summer. Perfect white for patriotic border. Prices: 1/16 oz. \$1.00; 1/8 oz. \$1.75; 1/4 oz. \$3.00; 1/2 oz. \$5.00; 1 oz. \$9.00.

Improved Adonis—Light blue and lavender shades. This strain has the little stepmother faces so typical of pansies.

Golden Gate—A fine, large, golden yellow with dark blotch. Strong growth, highly resistant to summer heat.

(Continued on next page)

Air Mail orders from Atlantic States reach us in 20 hours. On Air Mail orders add 10c per ounce.

STEELE'S PANSY GARDENS

2715 S.E. 39th Ave.

Date.....

Portland, Oregon, U. S. A.
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Send the following ORDER, by..... Amt. Enclosed.....

Name..... Street.....

R. F. D..... Box..... Postoffice..... State.....

Pansy		Price		Diener's Petunias		Price	
oz.	Jumbo Mixed.....				Amount forward.....		
oz.	Super Maple Leaf Mixed.....			pkt	No. 5, Red.....		
oz.	"400" Super Swiss Mixed.....			pkt	No. 7, Red and White, variegated.....		
oz.	Miracle Mixed.....			pkt	No. 9, Pearl of Kentfield.....		
oz.	Jumbo Pay Dirt, gold.....			pkt	No. 10, Salmon Rose.....		
oz.	Sea Blue.....			pkt	No. 11, Elk's Purple.....		
oz.	"Gorgeous," all red.....			pkt	No. 13, Heliotrope.....		
oz.	Fluffy Ruffles, ruffled all white.....			pkt	No. 16, White Beauty.....		
oz.	Jumbo Beaconsfield.....			pkt	No. 41, Copper Red.....		
oz.	Mlle. Irene, henna red.....			pkt	No. 45, Santa Barbara.....		
oz.	Golden Gate.....			pkt	No. 38, Double Ruffled Monsters, Mixed.....		
oz.	Improved Adonis.....			pkt	No. 47, Jumbo Ruffled Monsters, Mixed.....		
oz.	Grand Duke Michel, white.....			pkt		
oz.	Madame Steele, Elk's purple.....			pkt		
oz.	Bronze.....			pkt		
oz.			pkt		
oz.						
oz.						
oz.						
oz.						
	SEEDS EXTRA.....						
						
						
TOTAL				TOTAL			

How to get a four color Pansy Poster free. See Catalog.

Can't you send us the name of another Commercial grower?

FROM

STEELE'S PANSY GARDENS

POWELL BLVD. AT S. E. 42ND AVENUE

PORTLAND, OREGON, U. S. A.

DID YOU GIVE YOUR NAME AND ADDRESS?

IMPROVED BEDDING TYPES—(Continued from previous page)

Grand Duke Michel—Pure white with delicate rays. Dwarf, compact plants covered with blooms all summer. An excellent strain for color effects and the largest pure white.

Prices of the three varieties named above: 1/6 oz. 75c; 1/8 oz. \$1.25; 1/4 oz. \$2.25; 1/2 oz. \$4.00; 1 oz. \$7.00; 2 oz. \$13.00.

Bronze—Many rich tones of bronze and antique gold. Good size.

Madame Steele—Royal purple. A perfect self, no marking. Excellent for border and bedding. Compact growth and free blooming. Good size.

Prices of the two varieties named above: 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$1.75; 1/2 oz. \$3.25; 1 oz. \$6.00; 2 oz. \$10.50; 4 oz. \$18.00.

Mlle. Irene—Copper red shades. Prices: 1/16 oz. \$1.00; 1/8 oz. \$1.75; 1/4 oz. \$3.00; 1/2 oz. \$5.00; 1 oz. \$9.00.

On Air Mail Orders Add 10 cents per ounce.

For Seed in Smaller Packets Write for Our Retail Circular.

Owing to Variations in Soil, Climate, Care and Cultivation, We Are Responsible Only for the Value of the Seed.



JUMBO MIXED IN RETAIL PACKETS

Commemorating our 50th year in the breeding of high class pansies exclusively, we offer a new service for your retail trade. Our regular Jumbo Mixture is available in a standard size packet to retail for 25c. The design is brand new, showing a huge orchid, ruffled Jumbo pansy. Planting instructions are included. Your cost:

20 packets	12½c each
50 packets	12c each
100 packets	11½c each
250 packets	10½c each
500 packets	10c each

Preparing Bed for Germinating Seed

1. Have your soil clean and pulverized to a depth of six or more inches.
2. On the level surface spread evenly a layer of pulverized manure, compost preferred, to depth of at least one inch.
3. Overlay manure with half inch of the best soil you have, thoroughly pulverized.
4. Rake down and tamp surface true and smooth.
5. Soak down the bed several inches.
6. Sow in drills or broadcast—drills are better.
7. Cover as lightly as possible with your best soil or sand, mixed 50-50 with peat moss.
8. Use spray of water to moisten surface, after light burlap cover is on.
9. Allowing plenty of ventilation, keep your beds moist, quite moist, but not soaking wet, until plants come up.

We use cheapest grade of burlap to retain moisture. As soon as plants begin to come through freely we remove burlap permanently, and sift tops of beds with thin layer of peat moss. To avoid damping off, water young seedlings **VERY SPARINGLY**.

Never allow your beds to become dry. Any dryness after seeds sprout is absolutely fatal. These directions are for sowing in the open field, but will apply when using flats or cold frames. **WE USE 125 TO 150 SQUARE FEET TO SOW AN OUNCE OF SEED BROADCAST.**

CAUTION—Alternate your pansy crop with some other crop.

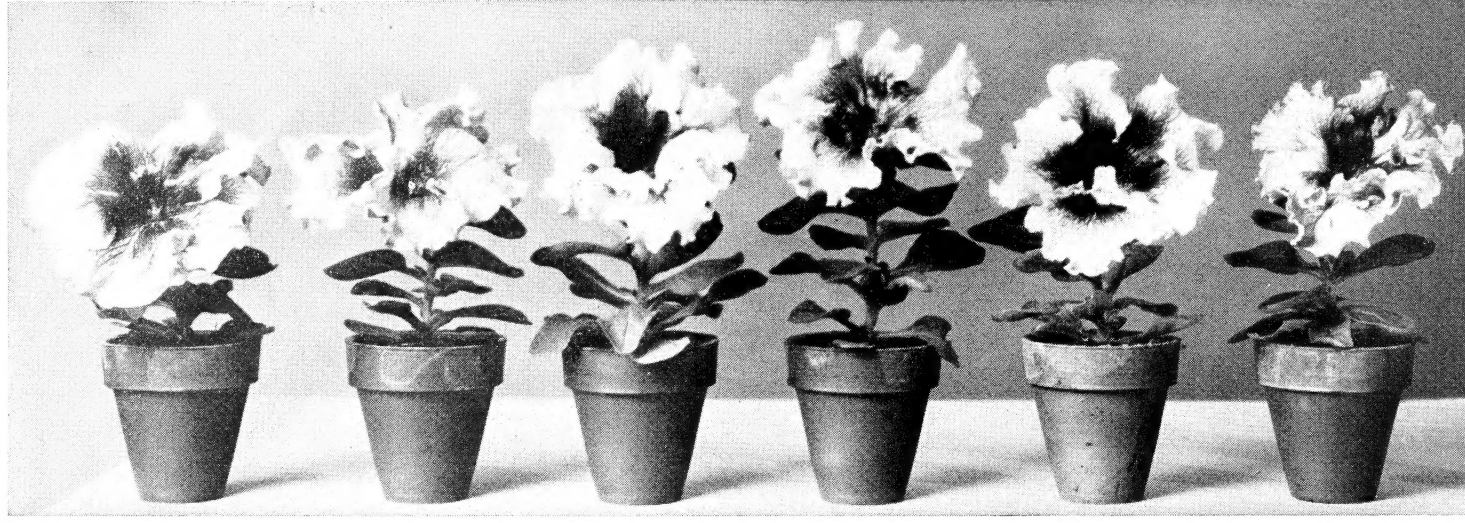
THE UNUSUALLY HIGH GERMINATING QUALITIES OF STEELE'S MASTODON PANSY SEED is a revelation to all extensive growers who use our stock.

Owing to uniformity required in producing separate colors, the average size is not equal to the types of flowers found in our mixtures. We strongly advise mixtures for your main crop, and you save money thereby.

Steele's Pansy Gardens

PORTLAND, OREGON, U. S. A.

Wholesale Prices Net



No. 1 Diener's Ruffled Monsters in 3-inch pots, 12 weeks after sowing

DIENER'S PETUNIAS

Over eight thousand florists raised our Petunias last year and we have heard nothing but praise of their high quality. All of our seed bearers are first raised in 3-inch pots and must conform to the type you see in the accompanying picture of this catalog. This makes the producing of the seeds more expensive, but results in the high quality of our seeds. Every plant is dwarf and stocky, no pinching or staking necessary and they sell at sight. Over 500 seeds per trade packet.

Ruffled Monster Type (Single)

No.	Average about 90% true	Tr. Pkt.
5.	RED with BLACK CENTER	\$.50
7.	RED and WHITE variegated. Immense size. Large yellow center50
10.	SALMON ROSE —Light veined center, 5 to 6 inches. Very beautiful.....	.50
13.	HELIOTROPE —A pinkish mauve, 5 to 6 inches in diameter. Deeper veined center. Brighter than No. 20.....	.50
41.	COPPER RED —Smoky center 5 to 6 ins. One of finest petunias in existence.....	.50
45.	SANTA BARBARA — Single. Clean flame rose without a trace of purple. Very large flowers and continually in bloom.....	.50

Other Varieties, Smaller Size (Sgle)

No.	Tr. Pkt.
9. PEARL OF KENTFIELD (THEODOSIA) Deep rose pink. Medium size with edges heavily frilled. Very good for pot plants and bedding	\$.50
11. DIENER'S ELK'S PURPLE —Very fine..	.25
16. WHITE BEAUTY —Single, heavily fringed, about 4 inches. Snow white, semi-dwarf.	.25

Mixed Petunia Types

38. DOUBLE RUFFLED MONSTERS MIXED Same colors and sizes as single Ruffled Monsters, but double. Bring enormous flowers. Excellent for 4 or 5-inch pots or bedding. Average amount of double vari- eties in this mixture is 50%	1.00
47. Jumbo Mixture of Ruffled Monster Petu- nias —A selection of only the very largest and most outstanding colors of these giant Petunias	1.00